

DHS.gov - <http://www.dhs.gov>
DHS.gov [DEFAULT]

DHS.gov Web Performance Metrics

May 1, 2013 - May 31, 2013

Total Visits

1,082,458

% of Total: 100.00% (1,082,458)



Avg. Visit Duration

00:02:10

Site Avg: 00:02:10 (0.00%)



Pageviews

2,614,280

% of Total: 100.00% (2,614,280)



Unique Visitors

874,654

% of Total: 100.00% (874,654)



Avg. Pages / Visit

2.42

Site Avg: 2.42 (0.00%)



Avg. Time on Page

00:01:31

Site Avg: 00:01:31 (0.00%)



Bounce Rate

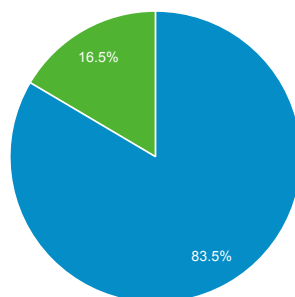
56.51%

Site Avg: 56.51% (0.00%)



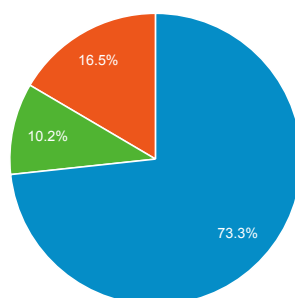
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homeland Security	399,749	51.48%
How Do I? Homeland Security	82,642	42.60%
Careers Homeland Security	74,049	10.82%
Contact Us Homeland Security	45,358	25.54%
Topics Homeland Security	42,095	45.02%

Visits by Social Network

Social Network	Visits
Facebook	3,701
Twitter	2,127
reddit	1,001
Yahoo! Answers	765
TripAdvisor	551
Blogger	475
LinkedIn	388
WordPress	152
TypePad	146
YouTube	131

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
google / organic	451,084	52.05%
(direct) / (none)	290,727	65.81%
dhs.gov / referral	70,055	59.42%
bing / organic	39,253	38.01%
yahoo / organic	21,748	39.05%
dhsconnect.dhs.gov / referral	15,335	37.73%
uscis.gov / referral	10,121	53.83%
cbpnet.cbp.dhs.gov / referral	9,374	87.00%
tsa.gov / referral	7,340	60.72%
links.govdelivery.com / referral	6,962	45.91%